

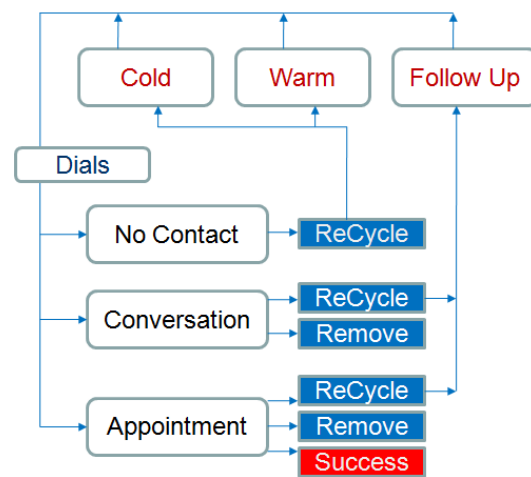
## New Sales folks don't need a list – they need a territory

As it relates to telephone prospecting, the difference between a list and a territory is defined by the state of its qualification. The worst list for a Sales rep is a group of people we know nothing about. The best territory for a Sales rep contains only people who have spoken with a company Sales rep who qualified them right then and there, plus said it was OK to call again in the future.

By that definition, a territory is much more valuable than a raw list.

Anyone can buy a list, but it takes a plan to build a territory. And, that plan is typically the responsibility of a front line manager. A Sales rep calling an hour each day can reach out to 800 or so targets a year. A manager should be building highly qualified '800 name' territories.

So, how do you build a territory from a list? Simple; your telephone prospecting process does it for you. Every target goes through the basic lifecycle shown in this chart. Every dial (or canvas) by a Sales rep moves a target a little further through the lifecycle to determine if they are 'qualified' or not. Klpz helps to assure that each dial is made according to Best Practice and, as a byproduct, captures the results of each dial and each pursuit.



These results benefit the Sales rep, but also the manager. Every call into a territory will add value to the territory, even if the Sales rep ultimately does not make it. What is learned contributes to a more developed and valuable territory in which to place the next Sales rep.

Ranked by value, every target passes through these 'quality' stages as a territory develops:

- Spoke with the Decision Maker (a phone conversation or perhaps on an appointment,) they are qualified and ideally we gained permission to call again.
- Spoke with someone other than DM, confirmed who the DM is and that they are qualified.
- Spoke with someone other than DM, confirmed who the DM is.
- A raw list that has been called through once or canvassed. We confirmed they are a viable business. Do not know who DM is.
- A raw list. We only know what is on the list.

A new Sales rep who starts out in a territory of 'A' targets has a greater likelihood of success than a new Sales rep starting out with a list of 'E' targets. Prospectors often remove up to 70 percent of names they call from raw lists. Depressing, yes; but the remaining 30% were valuable because they moved from 'E' to 'D' or beyond.

It is fulfilling to develop a new hire into a successful Sales rep. It is, however, strategic to develop ever more valuable territories over time. With focus on a territory building plan, even the time spent with failed Sales reps provides value to the company.